

CFACC34

Manage the provision of customer support through a contact centre



Overview

What this standard is about

The core activity of a contact centre involves one-to-one contact between an agent and a customer. Many contact centres exist to support customers seeking information and help connected with services or products. Each individual contact is supported by systems and guidelines that must all work together to assist the agent in their customer contact. Those systems and guidelines must be devised, maintained and developed with responsibility taken for their management and clear links with organisational aims and strategies. This standard is about the management of customer support systems and the staff who deliver them.

Who this standard is for

This standard is for Contact Centre Managers.

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Performance criteria

You must be able to:

Form clear links between organisational strategy and customer systems and guidelines

- P1 Identify the critical strategic aims that impact on customer support for services and/or products
- P2 Identify the service offer of the contact centre regarding information and guidance for customers about services and/or products
- P3 Collate information about systems and guidelines that support staff when dealing with customer contacts
- P4 Identify aspects of systems and guidelines that may benefit from review and the reasons why there may be benefit

Review and update service provision in support of customers using services and/or products

- P5 Collect information about current performance in the provision of support for customers
- P6 Analyse current performance by comparing observations with systems and guidelines
- P7 Review specific aspects of customer contact relating to identification and security
- P8 Review specific aspects of customer contact relating to communication with customers
- P9 Review specific aspects of customer contact relating to dealing with problems and complaints
- P10 Identify actions to improve customer contact through changes to systems or guidelines

Motivate and develop staff who deal directly with customer contact

- P11 Identify areas where staff development can impact on standards of customer support
- P12 Plan and implement activities to develop staff in order to improve support provided during customer contact
- P13 Use organisational initiatives which motivate staff to support staff development

Ensure compliance with organisational and regulatory requirements

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during customer contact

- P14 Identify key organisational and regulatory requirements that impact on customer contact activities
- P15 Assess the probability and consequences of non-compliance with organisational or regulatory requirements
- P16 Define checks that test compliance with organisational and regulatory requirements
- P17 Organise checks of compliance with organisational and regulatory requirements during customer contact
- P18 Organise actions to reduce risks of non-compliance with organisational and regulatory requirements during customer contact

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Knowledge and understanding

You need to know and understand:

- K1 The services and/or products supported by customer contact through the contact centre
- K2 Organisational aims relevant to customer support through the contact centre
- K3 Regulations and legislation that impact on customer support through the contact centre
- K4 Organisational procedures and guidelines for customer identification and validation
- K5 Organisational procedures and guidelines for communication with customers during contact centre activities
- K6 Organisational procedures and guidelines for dealing with customer problems and complaints
- K7 Techniques for reviewing and developing customer service systems and guidelines
- K8 Methods of developing staff skills in delivering effective customer support in a contact centre
- K9 Options for motivating contact centre staff
- K10 Risk assessment techniques that can be applied to compliance risks in a contact centre
- K11 The importance of assessing both probability and consequences of risks
- K12 Options for actions to mitigate compliance risks

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